

I CLAIM:

- 1) A billboard system for communicating marketing data to a plurality of individuals:

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- a) at least one display means adapted to display marketing information, the display device comprising a communication code interface for communicating at least one communication code corresponding to a marketing campaign to the plurality of individuals; and

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- b) a data delivery system associated with the at least one display means, the data delivery system comprising:

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- i) a memory for storing marketing data, including marketing data associated with the marketing information displayed by the display means; and

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- ii) a communication means adapted to receive instructions from the plurality of users via a communication device, and to communicate data to the plurality of users via the communication device

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wherein the data delivery system is responsive to the communication device such that the communication means is adapted to permit the plurality of individuals to pull marketing data, including marketing data associated with the marketing information from the memory.

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- 2) A billboard system as claimed in claim 1, wherein the data delivery system comprises a data selection means adapted to process instructions communicated to the communication means by the plurality of individuals via the communication device for selection of

specific marketing data from the memory, and communication of the specific marketing data to the plurality of individuals.

- 3) A billboard system as claimed in claim 2, wherein the data selection means is adapted to process instructions to communicate the specific marketing data to the communication device.
- 4) A billboard system as claimed in claim 3, wherein the data selection means is responsive to the communication device providing the communication code as an input to the communication means.
- 5) A billboard system as claimed in claim 4, wherein the data selection means is further adapted to process instructions from the communication device to forward specific marketing data to a location other than the communication device.
- 6) A billboard system as claimed in claim 5, wherein the data selection means comprises a data access menu for selecting specific marketing data, including marketing data associated with the marketing information from the memory.
- 7) A billboard system as claimed in claim 6, wherein the communication means further comprises a remote content control means, wherein said remote content control means is adapted to permit customers of the billboard system to update the marketing data stored in the memory.
- 8) A billboard system as claimed in claim 7, wherein said remote content control means is further adapted to permit customers of the billboard system to remotely alter the content of the data access menu.

- 9) A billboard system as claimed in claim 8, wherein said remote content control means further provides means for remotely altering the content of the marketing information displayed by the display means.
- 5 10) A billboard system as claimed in claim 6, wherein the communication code is a phone number, and the data selection means is responsive to key input or voice commands received from the communication device.
- 10 11) A billboard system as claimed in claim 6, wherein the communication device is a web enabled device, and the communication code is an URL, and the communication means is connected to the Internet, such that the input of the URL to the web enabled device provides access to the data selection means.
- 15 12) A billboard system as claimed in claim 10, wherein the communication device comprises a telephone or wireless phone.
- 20 13) A billboard system as claimed in claim 11, wherein the communication device comprises a land line telephone, personal digital assistant, 2-way wireless pager, or WAP enabled wireless phone.
- 25 14) A billboard system as claimed in claim 10, wherein the marketing information comprises text, graphic, video, audio or multimedia marketing data.
- 15) A billboard system as claimed in claim 14, wherein the marketing data stored to the memory comprises product or service offering details and product or service promotions.
- 30 16) A billboard system as claimed in claim 15, wherein the display means is a video billboard system comprising at least one screen defining an

image area comprising the marketing information and adapted to illuminate the image area.

- 5 17) A billboard system as claimed in claim 16, wherein the display means further comprises a receiver adapted to receive commands from the remote content control means for controlling the images illuminated by the video billboard system.
- 10 18) A billboard system as claimed in claim 17, wherein the display means is adapted to receive commands from customers of the billboard system via the remote content control means for controlling the images illuminated by the video billboard system.
- 15 19) A billboard system as claimed in claim 18, wherein said video billboard system comprises an advertising screen combined with at least one diffuser panel, an LED screen or a plasma screen.
- 20 20) A system for delivering targeted marketing data in association with at least one advertising display mean, said system comprising a computer, said computer comprising:
- 25 a) a memory for storing said targeted marketing data;
- b) a communication means associated with the computer, wherein said communication means is adapted to permit communication between said computer and at least one communication device corresponding to at least one individual; and
- 30 c) a data selection means connected to said communication means, adapted to process instructions received by said communication means from said communication device so as to

permit said at least one individual to select and access targeted marketing data from said memory.

5 21) A system for delivering targeted marketing data as claimed in claim 20, wherein said communication means comprises a private bureau exchange.

10 22) A computer product for facilitating the delivery of targeted marketing data in association with a data delivery system connected to at least one advertising display means comprising:

a) a recording means;

15 b) means recorded on said recording means for providing instructions to the data delivery system, wherein the data delivery system is adapted to provide:

20 i) a memory for storing marketing data, including marketing data associated with the marketing information displayed by the display means; and

25 ii) a communication means adapted to receive instructions from the plurality of users via a communication device, and to communicate data to the plurality of users via the communication device

wherein the data delivery system is responsive to the communication device such that the communication means is adapted to permit the plurality of individuals to pull marketing data, including marketing data associated with the marketing information from the memory.

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23) A method of delivering targeted marketing data to a plurality of individuals comprising the steps of:

- 5           a)     providing at least one display means adapted to display marketing information and comprising a communication code interface for communicating at least one communication code corresponding to a marketing campaign to the plurality of individuals;
- 10          b)     providing a data delivery system associated with the display means, the data delivery system comprising:
- 15               i)     a memory for storing marketing data, including marketing data associated with the marketing information displayed by the display means; and
- 20               ii)    a communication means adapted to receive instructions from the plurality of users via a communication device, and to communicate data to the plurality of users via the communication device

wherein the data delivery system is responsive to the communication device such that the communication means is adapted to permit the plurality of individuals to pull marketing data, including marketing data associated with the marketing information from the memory; and

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- 30          c)     providing communication between the data delivery system and the communication device to receive instructions from the communication device, thereby permitting the plurality of individuals to pull specific marketing data selected by the plurality of individuals from the memory.